

Applic Serial No. 09/993,228

## WHAT IS CLAIMED IS:

1	1.	A method comprising:	
2		receiving order information based on an order of a customer; and	
3		determining an offer for the customer based on:	
4		the order information and	
5		at least one of	
6		a genetic program and	
7		a genetic algorithm.	
1	2.	The method of claim 1, further comprising:	
2		determining an order price based on the order information,	
3	and in which determining an offer comprises:		
4		determining an offer for the customer based on	
5		the order price, and	
6		at least one of	
7		a genetic program and	
8		a genetic algorithm.	
1	3.	The method of claim 2, in which determining an offer comprises:	
2		determining an offer for the customer based on	
3		a round-up amount, and	
4		at least one of	
5		a genetic program and	
5		a genetic algorithm.	
1	4.	A method comprising:	
2		receiving order information based on an order of a customer;	
3		determining an offer for the customer based on:	
1		the order information, and	
5		historical offer criteria: and	

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6		generating offer criteria for a subsequent offer based on potential upsell	
7	items.		
1	5.	A method comprising:	
2		generating a base set of rules based on historical order information;	
3		creating new rules based on	
4		the base set of rules and	
5		additional historical information; and	
6		optimizing the new rules based on experience from orders.	
1	6.	A device, comprising:	
2		a processor; and	
3		a storage device coupled to the processor and storing instructions adapted	
4	to be executed by said processor to perform the method of claim 1.		
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1	7.	A medium storing instructions adapted to be executed by a processor to	
2	perform the method of claim 1.		
1	8.	A computer-readable medium that stores data accessible by a program	
2	executable on a data processing system, the data being organized according to a		
3	data structure that includes:		
4		a plurality of modifiable rules defining offers to provide during a	
5	transaction.		